

STATE OF CALIFORNIA
Budget Change Proposal - Cover Sheet
DF-46 (REV 08/17)

Fiscal Year 2018-19	Business Unit 0650	Department Governor's Office of Planning & Research	Priority No. 1
Budget Request Name 0650-005-BCP-2018-GB		Program 0360-State Planning and Policy Development	Subprogram

Budget Request Description
California Complete Count - Census 2020

Budget Request Summary

This proposal requests \$40.3 million (General Fund) and 22.0 limited-term positions to staff the California Complete Count effort to complement U.S. Census outreach, focusing on hard-to-count populations. This funding will be appropriated in 2018-19, and available for the duration of a 3-year effort crossing over fiscal years 2018-19, 2019-20, and 2020-21.

Requires Legislation <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Code Section(s) to be Added/Amended/Repealed	
Does this BCP contain information technology (IT) components? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, departmental Chief Information Officer must sign.</i>	Department CIO	Date

For IT requests, specify the project number, the most recent project approval document (FSR, SPR, S1BA, S2AA, S3SD, S4PRA), and the approval date.

Project No. Project Approval Document: Approval Date:

If proposal affects another department, does other department concur with proposal? ☐ Yes ☐ No
Attach comments of affected department, signed and dated by the department director or designee.

Prepared By	Date	Reviewed By	Date
Department Director Ken Alex	Date	Agency Secretary	Date

Department of Finance Use Only

Additional Review: ☐ Capital Outlay ☐ ITCU ☐ FSCU ☐ OSAE ☐ CALSTARS ☐ Dept. of Technology

PPBA Original Signed By: Joshua Gauger	Date submitted to the Legislature 1/10/18
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A. Budget Request Summary

This proposal requests \$40.3 million (General Fund) and 22.0 limited-term positions to staff the California Complete Count effort to complement U.S. Census outreach, focusing on hard-to-count populations. This funding will be appropriated in 2018-19, and available for the duration of a 3-year effort crossing over fiscal years 2018-19, 2019-20, and 2020-21.

B. Background/History

Only once each decade, the U.S. Census Bureau attempts to count every resident in the United States. The next enumeration will be April 1, 2020, and will be the first to rely heavily on online responses. The primary and perpetual problem facing the Census Bureau is the undercount of certain population groups. Foreign-born residents, especially undocumented, non-white residents, children under five years old, especially those younger than one year old, and renters comprise the most undercounted populations. California has more residents in each of these categories than any other state.

The Census 2000 "California, You Count!" Campaign, funded solely by state funds, with oversight by the Statewide California Complete Count Committee (CCC) was extremely successful in reducing the undercount by engaging trusted messengers in the hardest to count communities. The CCC engaged a number of regionally based organizations who were culturally appropriate and possessed administrative capacity to assist with activating the "on the ground" outreach effort. These community based organizations received funding and managed the on the ground outreach efforts in identified geographic and demographic focus areas. The CCC state-funded Census 2000 outreach efforts were effective in increasing the Mail-back response rate. In addition, California implemented a targeted multi-lingual, multi-media advertising campaign for Census 2000. These efforts supplemented the US Census Bureau's campaign and did not duplicate advertising buys or partnership events.

The Census 2020 efforts should use a similar combination of approaches. The development of well-connected local networks of trusted messengers and targeted community organizations should be part of an effective outreach and advertising effort. By investing in research and message testing, the paid advertising effort can ensure residents understand the need to be counted and will encourage participation. Important to note, the decennial census is a federal operation and all of the State's efforts will be modified based upon the operation, advertising, partnership and outreach efforts of the U.S. Census Bureau, which are currently being developed

The Legislative Analyst's Office (LAO) reported that in Census 1990, the national undercount was 1.6 percent, while in California, it was 2.7 percent. The LAO report states that California's undercount meant we only gained seven seats rather than eight in the House of Representatives and estimated a financial loss of \$2 billion in federal funds. The estimate of lost funds in the 1990 report only considered a few of the largest federal programs. Given that California projects to have a population of about 40.3 million, a 2.7 percent undercount in 2020 would mean nearly 1.1 million residents would not receive funding and or fair representation. Furthermore, California uses the census data for redistricting, program planning, and as a benchmark for Department of Finance population estimates, which uses the information to distribute state funds to local governments.

In preparation for Census 1990, the Demographic Research Unit in the Department of Finance participated in workshops to assist local officials prepare for "local review." The State did not take any extraordinary steps to encourage individuals to return census forms or otherwise attempt to improve the census response rate. Consequently, the Census Bureau undercounted millions of California residents.

Responding to the 1990's low response rate the State developed a more aggressive approach for Census 2000. In an attempt to improve the response to the 2000 census, the State appointed an 18-member Statewide CCC, hired a Director and Chief Deputy Director and budgeted \$24.7 million dollars for the effort. Approximately 50 diverse and multi-lingual outreach staff were hired throughout the state to ensure a complete

count. The CCC campaign developed an innovative multi-lingual, multi-media advertising and outreach campaign focused on utilizing “trusted messengers”. Consequently, the Mail Response Rate improved in 2000 to 70 percent from 65 percent in 1990. The Mail Participation Rate for California grew to 76 percent, outpacing the entire country at 72 percent. California gained one additional congressional seat by just 18 people, going from 52 seats in the House to 53.

For the 2010 Census, the State appointed a 52-member Statewide CCC and appointed a Director of California Census 2010 Outreach, but only budgeted \$2 million. Due to one of the worst recessions in recent history, only 1 staff member was hired and 4 staff were on loan to the CCC effort. The 2010 Mail Participation Rate **declined** by 3 percent from 2000—76 percent to 73 percent (the Census Bureau used a somewhat different measure, the mail participation rate). The U.S. Census Bureau spent more for Census 2010 than any other census. With significant assistance from the federal stimulus package in December 2009, the U.S. Census Bureau invested in hiring partnership assistance and a comprehensive non-response follow-up effort. All of the top-12 hardest to count California counties in the state had declines in their mail response rates except for San Francisco County which remained the same. California did not lose a congressional seat, but did not gain one for the first time since becoming a state.

Census Year	1990	2000	2010
CA Mail Response Rate	65%	70%	N/A*
CA Mail Participation Rate	N/A*	76%	73%
Versus Previous Census	N/A	+5% (MRR)	-3% (MPR)
State Budget	N/A**	\$24.7M	\$2.1M
National MPR	N/A	72%	74%

*There is no MPR figure for 1990 Census and no MRR for 2010.

** There was no official state Census outreach effort in 1990.

California has large populations of residents who historically have been hard to count. In 2015, California had almost 10.7 million foreign born residents, over 17.5 million who live in rental housing, over 24.3 million who are non-white, of mixed race, or Hispanic, over 2.5 million children under the age of 5, with about 500,000 births each year, and an estimated 2 million undocumented residents. In other words, a very high percentage of California residents fit the profile of at least one “hard-to-count” category and are therefore, less likely to respond to a census.

In preparation for the 2020 Census, the Census Bureau has been mandated to reduce costs and keep spending levels at the 2010 Census funding amount, which in real terms means fewer resources to cover a larger population. To keep costs down, the Census Bureau made significant cuts to programs, but has also modernized many operations. Expecting to hire 50 percent fewer enumerators for non-response follow-up, the Census Bureau is depending on an unprecedented self-response rate. To generate self-response, the Census Bureau has developed an internet self-response tool that is currently in beta testing. Funding to continue usability testing, improve user experience, and guarantee a cyber-secure application has been severely cut. The U.S. Government Accountability Office lists the decennial census functions at high risk of having major problems.

Prior to November 2016, the Census Bureau had awarded a \$415 million contract (for an Integrated Communications and Partnership Plan). As of July 1, 2017, that contract has been frozen due to the new administration’s budgetary constraints.

The current state budget authorized up to \$3 million in the current year (2017-18) to conduct outreach and other activities related to the 2020 Census. The \$3 million will start to lay the infrastructure for a longer broader statewide effort starting January 1, 2018. The entire California Complete Count initiative will be re-assigned and re-located under the Governor's Office of Planning and Research. The office is expected to be operational by the end of January 2018.

The 2020 CCC will be appointed by the Governor in early 2018, and will comprise a diverse set of representatives from across the state.

This \$3 million authorized for 2017-18 includes, but is not limited to, the following efforts:

- **Build Office and Staff Infrastructure** with statewide capacity – includes relocating to new office space sufficient for expected staff growth, setting up of all information technology needed, and hiring of qualified staff.
- **Website and Statewide Outreach and Rapid Deployment (SWORD) mapping portal** – Partner with the CA Department of Technology to build an interactive web-portal to provide information and spur collaboration among all outreach partners, including Foundations, Community Based Organizations (CBOs) and local governments, to target groups and census tracts with low response rates.
 - This portal will be populated with up to date American Communities Survey (ACS) data in addition to 2010 Mail Participation Rates and will *not be static*. The mapping portal will allow key partners to enter cultural and social data, grantees and populations served as well as record where on the ground assets for grassroots efforts are strategically placed. This partner reported data is critical to ensure proper coverage of the state. The state will need to play a coordinating role to avoid duplication and to identify gaps and this key technology will be crucial to on-the-ground efforts for the first half of 2020 when enumeration occurs. In addition to aiding in planning efforts, this mapping portal will be used for rapid deployment during the Critical Outreach Period by receiving real-time census response information so that outreach partners can quickly adjust their efforts and target non-responding areas. Outreach partners will be encouraged to create “rapid deployment” teams which can take quick action to increase response rates in particularly problematic geographic areas with hard to count populations. The mapping tool will be integrated into the website with a partnership database platform which will allow the CCC to have consistent contact and communication with partners. This integrated tool will be used for both planning and deployment of outreach.
 - The portal design group which includes CCC, Census Bureau, state agencies, CBOs, and other key stakeholders will collaborate with the provider of the Geographic Information System to develop interactive mapping and outreach tools that will enable effective outreach. The contract, scope of work is currently in process and will span the three fiscal years leading into Census 2020. The bulk of development will occur in 2017-18, and ongoing refinement and consulting for 2018-19, 2019-20. The contract documentation will be submitted to DGS procurement for approval in January 2018. The development will be collaborative and include key stakeholders in the process. While the CCC awaits approval of an executed contract, the contractor has agreed to provide demonstrations of the functionality of their software products. The CCC hopes to have a beta version of the mapping tool available for the statewide summit scheduled for late spring 2018.
- **School-based Curriculum Pilots** - Work with schools to implement curriculum based outreach. Partner with the Sacramento, Los Angeles and Fresno County Offices of Education (COE) to develop a pilot approach. COE curriculum developers will test with working teachers, modules and lesson plans to engage 5th, 8th, 11th and 12th grade students. Facilitated by the CCC, the U.S. Census Bureau's Statistics in Schools will partner with state and local educational entities to implement these pilots in the Sacramento, Los Angeles and Fresno county school districts. In addition, creation of pilot projects in Visual Arts & Performing Arts (VAPA) or digital media academy schools will be an innovative approach

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to engaging students. An interagency agreement with scope of work is currently in development and will enter into the procurement approval stage in early 2018.

- **State Agency Working Group (SAWG)** - Establish and staff the SAWG to identify and engage the single point of contact from each State department. The goal is to identify opportunities for Census messaging through existing state department outreach, marketing and service efforts. In Census 2000 and 2010 Census state agencies provided in-kind support, such as printing messages on notices to residents, loaning staff, and providing contracting assistance. This initiative will have more emphasis on case-worker outreach. Working with the Government Operations Agency, develop a database to capture all State Agency outreach/advertising vehicles that can be used during the critical outreach period. Leverage existing methods and increase the number of impressions made by deploying messages on lottery tickets, amber alert/traffic signage, unemployment checks, state employee pay stubs, field office television monitors (closed circuit), state websites, education and outreach local trainings, department town halls and other forums. This will commence once staff is hired.
- **Statewide Readiness/Needs Assessment** – The CCC staff, with the assistance of Sacramento State's Center for Collaborative Policy (CCP), will conduct approximately 24 statewide community needs assessments and develop and deliver training programs to local communities and grass-top leaders. Engaging grass-top leaders in 2018 is an integral step before deploying outreach training at the grass-roots level and serves as an important assessment and testing lab for preparing toolkits and messaging for all of the regions. CCP had a key role managing state efforts in Census 2010 and will provide staff resources and capacity build until the CCC accesses authorized funding and hires sufficient staff. The engagement of these local partners is essential to establishing regional Complete Count committees who will partner with local community foundations and community based/faith based organizations at the grass-roots level. The first round of approximately 24 convenings will commence following a statewide summit which is expected to be held in spring 2018. The associated Interagency Agreement is currently being reviewed and work will commence once an agreement is executed.
- **Statewide California CCC** – The State CCC will be established in January 2018 and will commence quarterly meetings in April 2018. A dedicated staff person will be provided to coordinate the Statewide CCC and related working groups.
- **Message Testing, Audience Segmentation & Research** – If the state does not have in-house expertise readily available to develop a request for proposal, the CCC staff may consider contracting with an expert to create one which will lay the foundation for the creative advertising and media buys in 2018. The CCC will also serve as a coordinating hub for various message testing and research efforts currently being funded by foundations, non-governmental entities and other civil society groups to ensure proper coverage and eliminate duplication.

This BCP outlines the additional efforts needed from July 1, 2018-June 30, 2021 and includes a phased approach.

Resource History
(Dollars in thousands)

Program Budget	2000	2010
Authorized Expenditures	\$24,700,000	\$2,100,000
Filled Positions	55	4

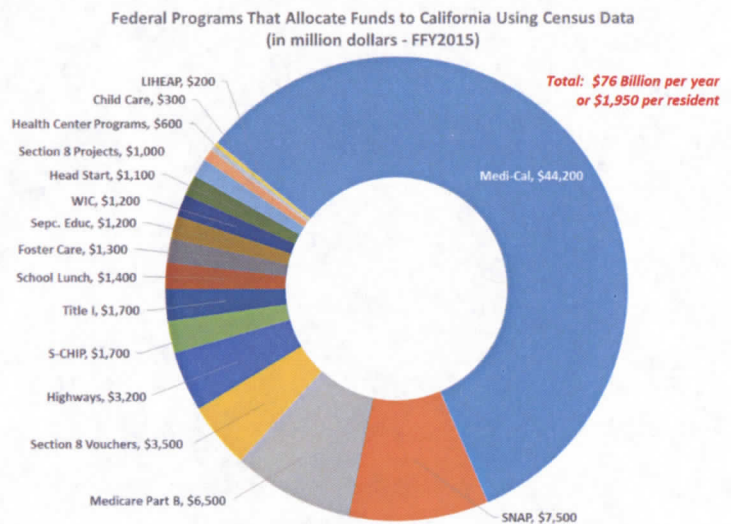
C. State Level Considerations

The federal government distributes billions of dollars annually to state and local governments, with many of these allocations based on population, at least in part. For every Californian missed by Census 2020, the State loses approximately \$1,950 per person, per year, for 10 years, in federal program funding. Even with a great mail response rate in 2000, PriceWaterhouseCoopers estimated that Los Angeles County missed out on an

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estimated \$650 million in federal funding between 2002 and 2012 and California lost \$1.5 billion in funding for eight programs alone. The formulaic distribution of funding to California in the following federal programs is impacted by the results of the decennial census.

1. Medical Assistance Program (Medicaid)
2. Supplemental Nutrition Assistance Program (SNAP)
3. Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services
4. Highway Planning and Construction
5. Section 8 Housing Choice Vouchers
6. Title I Grants to Local Education Agencies
7. National School Lunch Program
8. Special Education Grants (IDEA)
9. State Children's Health Insurance Program (S-CHIP)
10. Section 8 Housing Assistance Payments Program (Project-based)
11. Head Start/Early Head Start
12. Supplemental Nutrition Program for Women, Infants, and Children (WIC)
13. Foster Care (Title IV-E)
14. Health Center Programs (Community, Migrant, Homeless, Public Housing)
15. Low Income Home Energy Assistance (LIHEAP)
16. Child Care and Development Fund – Entitlement



Also, Election Data Services a nationwide consulting firm, estimates that a significant undercount could easily cost California one or more seats in the House of Representatives. In their December 2017 study, based on current population trends, California is very close to losing a congressional seat for the first time in its history. The recent major wildfires could exacerbate that risk, the authors noted.

https://www.electiondataservices.com/wp-content/uploads/2017/12/NR_Appor17c3wTablesMapsC2.pdf

D. Justification

The decennial census is used to apportion Congressional seats and federal funding, but California's large and diverse population mean that an undercount would have more severe implications than for other states. The census is funded by Congress and led by the U.S. Census Bureau headquartered in Suitland, Maryland. Because it is a federal operation, states and local governments have limited influence in how the actual counting of residents occurs. This budget request proposes to significantly increase California's census participation by creating a comprehensive statewide multilingual, micro-targeted outreach campaign focused on the state's hardest-to-count residents. California successfully carried out targeted outreach efforts during past decennial censuses, and private foundations and many groups representing hard-to-count populations have expressed a willingness to collaborate.

This proposal requests a number of limited-term positions (22) who will work under the general direction of the Director of Census 2020, located in the Governor's Office of Planning and Research. These positions will work with the foundations, local governments, media contractors, community and faith based organizations, schools, and state agencies, including the Department of Education, on complete count efforts.

Areas of effort/expenditure include, but are not limited to:

- Administration – Personnel, travel, printing, equipment, office space
- Media Campaign – Research, message testing, multi-lingual, micro-targeted, locally created messages

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- Administrative Community Based Organizations & Community Based Organization Outreach (includes Questionnaire Assistance Centers/Sites) – Trusted Messengers
- State Agency Outreach (State Agency Working Group)
- Schools based Outreach
- Case Working Training/Targeted programmatic outreach
- Local Complete Count Committees – Counties and Cities
- Sector Outreach (i.e. Children 0-4, Unions, Faith-based, Corporations, Veterans, Disabled Community, Migrant Farmworkers, K-12 students, Community colleges & Universities, trade associations, etc.)
- Language access and assistance

While actual expenditures may vary slightly, the following table represents the current expenditure plan.

Workload Measure	BY	BY+1	BY+2	Total
Administration – Personnel	\$1,407,308	\$1,957,950	\$840,482	\$4,205,740
Media Campaign (multi-lingual)	6,000,000	10,000,000	1,500,000	17,500,000
Admin CBOs & CBO outreach (QACs)	5,000,000	7,000,000	500,000	12,500,000
State Agency Outreach (SAWG)	150,000	150,000	-	300,000
Schools	500,000	500,000		1,000,000
Case Worker Training/outreach	250,000	250,000	-	500,000
Local Complete Count Committees	1,000,000	2,000,000	-	3,000,000
Travel/Administration (travel, equipment, office rent, printing, procurement review)	220,000	315,000	65,000	600,000
Sector Outreach	275,000	275,000	150,000	700,000
Total	\$14,802,308	\$22,447,950	\$3,055,482	\$40,305,740

The California Complete Count effort goal is to:

Ensure that all Californians are counted in Census 2020.

The decennial census is used to allocate federal funds, and a census that undercounts California could cost the state billions in federal funds, effectively giving that money to other states. An undercount could also cost California representation in the House of Representatives. The nature of an undercount is that it is not uniform across geographic areas or across sub-groups of the population. For example, children under one year of age are undercounted and California has approximately 500,000 births per year, which is more than any other state. However, these births are not spread evenly across the state, so some areas will be hurt more than others.

E. Outcomes and Accountability

A post-census evaluation will be developed by the Director of Census 2020, the Complete Count Committee, Counties/Cities and the CBOs, and the Demographic Research Unit of the Department of Finance. It will detail all efforts, the outcome of those efforts and the overall success of the census. The evaluation will make recommendations for planning for Census 2030. An undercount of 2 percent will be considered poor. An undercount in California that is less than the national average will be considered a success. The U.S. Census

Bureau projects a 55 percent-60 percent self-response rate across the nation. Considering the many barriers that did not exist in 2000 or 2010, California should set a goal of a 65 percent self-response rate.

F. Analysis of All Feasible Alternatives

Option 1 – Allocate \$40.3 million to reach 40.3 million California residents. This would give the state the resources to set up the coordinating infrastructure – both in terms of personnel and in terms of technology – to leverage private sector assistance in ensuring all Californians are counted.

Option 2 – Allocate \$6 million to hire ten public information officers to target hard to count groups, develop materials and public service announcements for distribution, and contact appropriate media. This alternative fails to capitalize on the local resources, especially the community based organizations who have a proven track record in helping secure a better local outcome. It does not take advantage of the multiplier effect of using the resources from foundations and the CBOs.

Option 3 – Do nothing. While this preserves state funds in the short term, it raises the risk that not every Californian will be counted, and may reduce the amount of federal funds and representation that California gets in the future.

G. Implementation Plan

This BCP outlines the additional efforts needed from July 1, 2018-June 30, 2021 and includes a phased approach to accomplish the goal of a complete and accurate count of all Californians.

2017-18 (currently funded): Begin coordination efforts, hire initial staff

2018-19: Begin coordination efforts, hire staff, set up technology infrastructure, begin message testing

2019-20: Fully staff, conduct main outreach and follow-up efforts

2020-21: Follow-up with non-respondents, assess results, issue final report

As mentioned above, 2017-18 key activities begin to lay the foundation for a statewide, multi-year, targeted communications and outreach effort. A well-connected on-the-ground effort comprised of trusted messengers and targeted community organizations will be developed in conjunction with a responsive media/outreach campaign. Through research and waves of message testing, the paid advertising effort will encourage census participation. It is important to note that the decennial census is a federal operation and all of the State's efforts will be modified based upon the operation, advertising, partnership and outreach efforts of the U.S. Census Bureau, which is still being developed.

For 2018-19 through 2020-21, the state will need to build an effort that is nimble and responsive to the fast-changing media environment by engaging partners across sectors to ensure coverage to all corners of the state. To create and manage a statewide effort in a diverse, populous land area of over 163,000 square miles, the CCC team will need to:

- Leverage existing state resources, as has been done in previous efforts;
- Focus advertising and outreach efforts on the hardest-to-count, least likely-to-respond groups
- Collaborate with key stakeholders including foundations, local governments, civil society groups and community-based organizations;
- Complement U.S. Census communications and outreach efforts;
- Coordinate efforts across sectors – federal, state & local governments, philanthropic foundations, community-based and faith-based organizations, civil society groups and elected officials by using technology to connect and share efforts;
- Build capacity among local outreach partners throughout the state;
- Continue to assess local communities, provide tools and resources;

- Divide the state into regions to ensure coverage from border to border, create regional grassroots hubs to prepare for the Critical Outreach Period
- Be agile and responsive to the ever-changing, politically challenging landscape which could deter many Californians from responding;
- Contract with experts in message testing research, marketing, digital social media, crisis communications and grass-roots community organizing;
- Commission research on audience segmentation, culturally appropriate messaging;
- Identify and engage trusted messengers who can convince the hardest-to-count residents to respond;
- Utilize social media to multiply the positive motivating messages and to combat any nefarious online activity that discourages participation.

2017-18

Outlined earlier, the key deliverables for 2017-18 include securing office space, hiring key staff, executing key contracts for website mapping portal (development of SWORD), statewide summit and regional convenings (design thinking approach), data gathering for the Statewide Outreach & Communications Strategy (SOCs), pilot curriculum projects with County Offices of Education, coordinate efforts for comprehensive research, audience segmentation and message testing, establishment of the State California Complete Count committee and the State Agency Working Group. The most critical effort that must begin immediately is hiring of staff to accomplish these deliverables. A statewide summit/launch is expected to take place in spring 2018 highlighting to the media and communities what is at stake for California.

Earlier than in previous decades, more local governments have already begun planning. The CCC staff has ongoing check-ins with the Los Angeles County and City Census team who are working jointly to ensure consistency in messaging and complete coverage in their outreach effort within their geographic boundaries. In late January, key stakeholders who have already committed their own funding and resources will gather in Sacramento to begin developing better methods of coordination and communication across sectors, diverse funding sources and differing target audiences. Goals are to identify and connect local and regional partners who understand and can clearly articulate what a complete count means for their community, coordinate partners who are investing in the first wave of message testing, and ensure that resources are used effectively and hard-to-count populations. Without staff in each of the geographic regions, the CCC staff will develop technological tools, including the website and mapping portal, to assist in determining coverage and resource deployment.

2018-19

The CCC staff will focus efforts on building the foundation for a comprehensive “air and ground strategy”. The first draft of the Statewide Outreach and Communications Strategy (SOCS) will be informed by the first wave of regional convenings, referred to as the Statewide Needs/Readiness Assessment which is expected to commence in April 2018 and be held in approximately 24 communities across the state over the span of several months.

By dividing the state into regions and engaging key regional partners to take ownership of their areas, the state will begin their regional convenings which will allow assessment of these areas. The assessment will measure the level of awareness and commitment of localities, how ready they are, what assets, opportunities and threats exist, what gaps in coverage, skill set and/or resources exist and what is still needed. In addition, these convenings will be excellent opportunities to conduct focus groups for initial message testing. The convenings will begin to identify partners who will establish local complete count committees in their areas. A plan for a 2nd wave of convenings which will serve as actual trainings and a second wave of message testing will ideally be scheduled for 2019-20.

From this first wave of regional convenings, the CCC will draft the SOCS, which is expected to be presented to the Governor's Office by the end of 2018. In addition, the convenings will provide a demonstration of the mapping portal (once completed) and provide input from users for an improved outreach planning mapping tool. Simultaneous to these efforts in the field, the marketing staff will be engaging a contractor to complete research, audience segmentation, message testing and development in waves and in multiple languages. These efforts will provide input into the creative development of messaging, advertisement, social and digital media approaches and media buys.

By September 2018, all cabinet Secretaries are expected to have identified their single points of contact on census outreach efforts. In addition, each state Department will be asked to provide effective census messaging to the Californians they serve. The mapping portal will provide training and technical assistance to partners who will populate the database to map the coverage and assess the areas needing additional assistance or where the local jurisdictions may step in.

Contracts with counties, and key regional CBOs will be executed and local complete count committees will be established, feeding into the network of coverage across the state. School curriculum pilot projects will be expanded and other innovative K-12 educational outreach efforts will be deployed. Message testing and preliminary media efforts will commence. State and local social service departments will be engaged and trained in case-worker outreach. Elected officials will be engaged and trained through webinars on how to partner with their local foundations and complete count committees. Sector outreach efforts will begin planning and engaging key stakeholders.

2019-20

From July 1, 2019 to December 31, 2019, organizing efforts will continue to ramp up. The CCC will review the U.S. Census Bureau's decennial operations plan and assess current federal funding to determine where the gaps and lack of coverage may exist as compared to California's low responding areas. The CCC will continue to staff up to critical mass, including relevant regional staff to cover areas with the densest and highest hard-to-count populations. A second wave of convenings with training/technical assistance and message testing may be necessary to assess the effect of the political environment and to be able to re-target, re-formulate advertising and outreach messaging, review mediums and retrain trusted messengers. The CCC is expected to be fully staffed by October 31, 2019.

The first half of calendar year 2020 will be a time of deployment and quick responsiveness in all aspects of the outreach and advertising campaign efforts. The U.S. Census Bureau will begin with mailings – advance letter, postcard or questionnaire – to all U.S. households in March 2020. Census Day is April 1, 2020 and at that time all households will have received either a post card with their code to respond via Internet, or a paper questionnaire to respond by mail. Initially, only 20 percent of the nation will receive a paper questionnaire, which may present problems for Californians who have limited access to the Internet. Eventually, all non-responding households will receive a paper questionnaire and be visited in person by a U.S. Census Bureau enumerator. It is unknown at this time if the federal resources for the non-response follow-up effort and the enumerator protocols will be as comprehensive as they were in 2010 when enumerators returned to non-responding households as many as six times in order to get a complete count.

Access to just in time training for community based organization will be enabled through the website and mapping portal. It is anticipated that during this phase, the integrated partner and media outreach will be in full swing and the infrastructure - technological, personnel, relationship and physical - will be fully operational. The mapping tool will be integrated with a partnership database platform which will enable consistent contact and communication with partners.

Through a Memorandum of Understanding with the U.S. Census Bureau, the State will receive a real-time (daily) feed of response rates by census block or tract level. This data will be used to quickly target on-the-ground outreach efforts. With this real-time data, the CBO partners and local governments can map how to

deploy rapid response outreach to areas with lower response rates prior to enumerators that will knock on doors to fill out forms for households that did not self-respond. This follow-up will occur between May-August 2020. It is the goal of the State CCC to motivate California residents to self-respond because those households that self-respond provide more accurate data.

The CCC partnerships with state agencies, foundations, local jurisdictions, elected officials, educational entities, corporations, unions and other civil society groups will be essential during this year.

2020-21

From July 1, 2020 – Sept 30, 2020, CCC staff will continue to support the follow-up efforts of the U.S. Census Bureau. These efforts start in May 2020 and will wind down in August 2020. By October 1, 2020, the majority of CCC staff will reach the end of their limited term employment. A limited core CCC team will remain aboard to gather results, troubleshoot, and begin to collect data to document results, best practices and lessons learned for the Final Report due to the Governor by June 30, 2021. The CCC team will shut down the majority of their operations by December 31, 2020. Preliminary census population numbers and the Apportionment Counts will be delivered to the President on December 31, 2020. By March 31, 2021, state and local data for the use of redistricting will be available.

A post-census evaluation will be developed by the Director of Census 2020, the Complete Count Committee, Counties/Cities and the CBOs, and the Demographics Research Unit of the Department of Finance. It will detail all efforts, the outcome of those efforts, and the overall success of the census. This evaluation will include quantitative and qualitative data points. The evaluation will make recommendations for planning for Census 2030 which will be included in the Final Report to the Governor due prior to June 30, 2021.

The U.S. Census Bureau typically performs a Post Enumeration Survey to determine the undercount. The timeline for the survey will be released as we near 2020. Because the decennial count is a federal operation, the state must leave the bulk of operational responsibility for a complete and accurate count to the U.S. Census Bureau. The state will however, do everything within its resources to encourage all Californians to participate in the decennial census.

H. Supplemental Information

In previous efforts, state departments provided in-kind support, such as printing messages on notices to residents, loaning staff, and providing contracting assistance. This was crucial to leverage existing state resources to increase responses in a cost-effective manner. The 2020 initiative will also look to departments to assist in outreach and administration.

I. Recommendation

Fund the California Complete Count Census 2020 effort in the amount of \$40.3 Million to prepare for Census 2020. These funds will be used to support the activities included, but not limited to those outlined in this proposal and can be modified depending upon the U.S. Census Bureau's operational effectiveness and outreach effort.

BCP Fiscal Detail Sheet

BCP Title: State Census

BR Name: 0650-005-BCP-2018-GB

Budget Request Summary

	FY18					
	CY	BY	BY+1	BY+2	BY+3	BY+4
Personal Services						
Positions - Temporary	0.0	22.0	0.0	0.0	0.0	0.0
Total Positions	0.0	22.0	0.0	0.0	0.0	0.0
Salaries and Wages						
Earnings - Temporary Help	0	2,889	0	0	0	0
Total Salaries and Wages	\$0	\$2,889	\$0	\$0	\$0	\$0
Total Staff Benefits	0	1,317	0	0	0	0
Total Personal Services	\$0	\$4,206	\$0	\$0	\$0	\$0
Operating Expenses and Equipment						
5302 - Printing	0	20	0	0	0	0
5304 - Communications	0	23	0	0	0	0
5320 - Travel: In-State	0	228	0	0	0	0
5322 - Training	0	20	0	0	0	0
5324 - Facilities Operation	0	59	0	0	0	0
5340 - Consulting and Professional Services - External	0	35,570	0	0	0	0
5346 - Information Technology	0	152	0	0	0	0
5368 - Non-Capital Asset Purchases - Equipment	0	22	0	0	0	0
Total Operating Expenses and Equipment	\$0	\$36,094	\$0	\$0	\$0	\$0
Total Budget Request	\$0	\$40,300	\$0	\$0	\$0	\$0

Fund Summary

Fund Source - State Operations						
0001 - General Fund	0	40,300	0	0	0	0
Total State Operations Expenditures	\$0	\$40,300	\$0	\$0	\$0	\$0
Total All Funds	\$0	\$40,300	\$0	\$0	\$0	\$0

Program Summary

Program Funding						
0360 - State Planning & Policy Development	0	40,300	0	0	0	0
Total All Programs	\$0	\$40,300	\$0	\$0	\$0	\$0

Personal Services Details

Salary Information									
Positions	Min	Mid	Max	<u>CY</u>	<u>BY</u>	<u>BY+1</u>	<u>BY+2</u>	<u>BY+3</u>	<u>BY+4</u>
TH00 - Temporary Help				0.0	22.0	0.0	0.0	0.0	0.0
Total Positions				0.0	22.0	0.0	0.0	0.0	0.0
Salaries and Wages	CY	BY	BY+1	BY+2	BY+3	BY+4			
TH00 - Temporary Help	0	2,889	0	0	0	0			
Total Salaries and Wages	\$0	\$2,889	\$0	\$0	\$0	\$0			
Staff Benefits	CY	BY	BY+1	BY+2	BY+3	BY+4			
5150900 - Staff Benefits - Other	0	1,317	0	0	0	0			
Total Staff Benefits	\$0	\$1,317	\$0	\$0	\$0	\$0			
Total Personal Services	\$0	\$4,206	\$0	\$0	\$0	\$0			